

**FORBES SIGNS DEAL TO LAUNCH *FORBES SLOVAKIA*
IN NOVEMBER 2010**

NEW YORK, NY (July 15, 2010) -- Forbes announced today the launch of its latest local-language edition, *Forbes Slovakia*, in partnership with Business Consulting & Media in Slovakia.

The launch is being held in Bratislava, Slovakia, with the first issue being published at the beginning of November 2010. *Forbes Slovakia* will have an initial circulation of 12,000.

The content of *Forbes Slovakia* will consist of 60% Slovakian business news, commentary and features and 40% editorial from *Forbes US*. The Slovakian edition will be published monthly.

Erik Conrad, Managing Director of Business Consulting & Media, said: "We are proud to bring such reputable business magazine brand like Forbes to Slovakia. It is an honour and huge responsibility for us to represent Forbes editorial views and values to Slovakia's public."

Forbes Television and Licensing President Miguel Forbes stated: "Forbes welcomes Forbes Slovakia to the Forbes family and we look forward to having a presence in such an exciting and growing market".

Business Consulting & Media:

Business Consulting & Media focuses on production of corporate lifestyle magazines. Its portfolio in Slovakia contains the leading golf magazine GOLF SK and medical magazine Konzilium. Business Consulting & Media has published several regional publications, including the in-flight magazine of the largest low-cost airline in central Europe, SkyEurope Airlines, the in-flight magazine of Poland's LOT national airline budget subsidiary Central Wings and Hertz rent-a-car central Europe's in-car magazine.

Forbes Media LLC:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Latvia, Poland, Romania, Russia, Slovakia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

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